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GLOSSARY - STAGE 1

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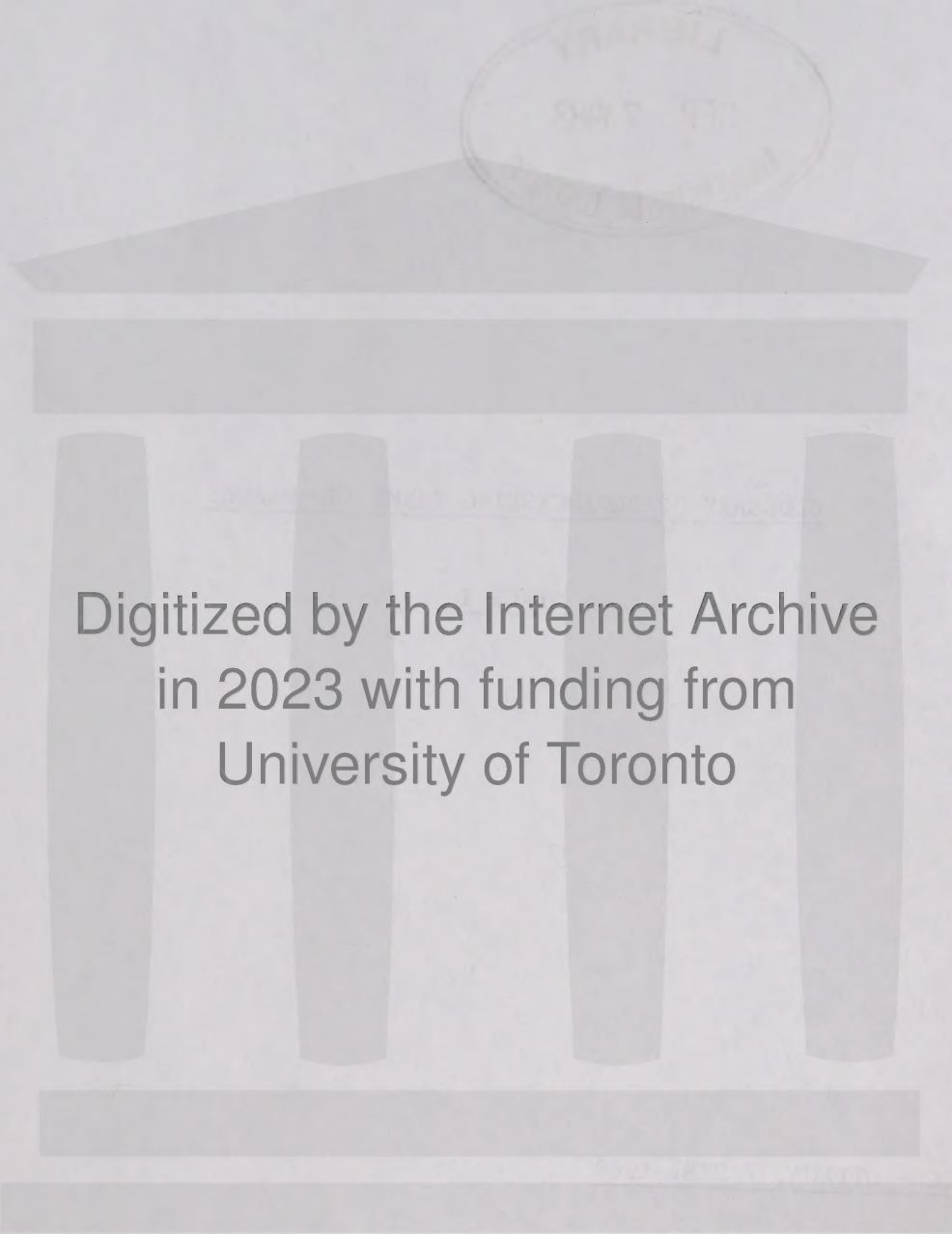
CONTENTS

GLOSSARY OF BROADCASTING TERMS AND USAGE:

1. Introduction ..... Page 2
2. Glossary, A to STAGE I ..... Pages 4 - 45
3. List of words and acronyms  
Under Consideration ..... Pages 46 - 51

CRTC - OTTAWA, 7 FEB. 1969





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## FOREWORD

This document represents the first of three stages in the preparation of the Glossary. The first is the present publication, which is a first glossary prepared by Mr. J. R. Nichols, assisted by Miss Porter. It is intended to serve as a starting point in the construction of a final glossary which will be published in French. Further arrangements have to be made about this.

The present Glossary has been prepared to serve as a guide to all the documents used for the purpose of the work within the Commission. It is intended to be a guide to the work of the Commission, and to be a guide to the work of the Commission. It is intended to be a guide to the work of the Commission, and to be a guide to the work of the Commission. It is intended to be a guide to the work of the Commission, and to be a guide to the work of the Commission.

## CONTENTS

1. Foreword ..... Page 2
2. Glossary, A to Z ..... Pages 4 - 45
3. List of Words and Acronyms  
Under Consideration .....Pages 46 - 51

Stage 2 will be the preparation of a second stage, which will be a Glossary which will be published in French, and the French version.

This first stage is the first stage. The second stage "Words And Acronyms Under Consideration" will be a second stage which will be prepared by the Commission of the European Communities and the French version, and will be published in French. It will be published in French, and will be published in French.

This Glossary was prepared at the request of the Vice-President of the Commission.

*J. R. Nichols*  
J. R. Nichols

Supervisor of the Library.

*A. R. Nichols*  
A. R. Nichols

Supervisor of the Library,  
Franklin D. Roosevelt Branch.

Acknowledgements: A. R. Nichols, Earl Vandy and Mrs. A. Nichols.





## FOREWORD

This document represents the first of three stages in the preparations of the Glossary. The key to the present publication was a first glossary initiated by Mr. Lucien St. Amand assisted by Lynn Potter. Parallel to this, Mr. Gilles Lalonde has in course a similar project towards a Glossary in French. Further arrangements have to be made about this.

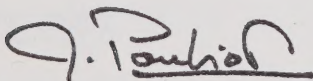
The present Glossary has been prepared by Jean Pouliot to fill the immediate need for a document that gives people within the Commission common terms of reference for our own business. We would appreciate, and indeed need, comments, proposed alterations, additions, deletions. These could be sent to Jean Pouliot in writing to speed up further improvements.

Stage 2 will be an expanded and refined version and, as it were, a dress rehearsal for a Glossary to be presented to the community of broadcasters and others. It will involve the acquisition of all available sophisticated publications which specialize in condensing difficult technical data and, at the same time, presenting it in a clearer form with a graphic effect, even if graphics cannot be employed.

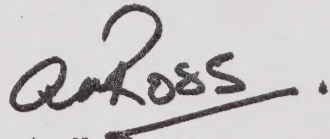
Stage 3 will be the end and the purpose of this first stage, a Glossary which can be shared by all, the Commission and the Broadcasters.

This first draft is for internal use. The section "Words And Acronyms Under Consideration" is so called because research is now being conducted by the Library in the technological and statutory fields, and satisfactory definitions of those words and acronyms will depend on that research.

This Glossary was prepared by the Broadcast Programmes Branch at the request of the Vice-Chairman.



J. Pouliot  
Supervisor of the Library.



A. N. Ross,  
Co-ordinator-Performance,  
Broadcast Programmes Branch.

Acknowledgements: R. W. Nichols, Earl Carey and Mrs. E. Ryckman.





### ACCOMPANYING SOUND

Television sound signal transmitted in the same channel as the received picture signal.

### ACETATE

A chemical compound (cellulose acetate) used for coating discs or tape.

### AUTOMATIC

In television, pictures in black and white and intermediate shades of grey.

### ACRONYM

A word formed from the first - or first few - letters of several words, such as CRTC.

### ADJACENT CHANNEL

The range of frequency bands directly above and below the channel being referred to.

NOTE: Words underlined in the body of any description in this glossary are words that are defined in the glossary itself, and thus can be used as a direct cross reference.

### ADJACENT SOUND

In television, the frequency of the sound carrier for the channel being referred to.

Definitions preceded by an asterisk are textual quotes from the 1968 Broadcasting Act.

### ADJACENT VIDEO

The video carrier frequency associated with the channel immediately above the channel being referred to.

### AD-LIB

To improvise words, gestures, etc., not in the script.

### ADVERTISEMENT

A paid announcement containing information about a product, service or activity.

### ADVERTISER

An individual or group buying, directly or through an agent, a portion of the broadcast schedule to publicize a product, service or activity.





### ACCOMPANYING SOUND

Television sound signal transmitted in the same channel as the received picture signal.

### ACETATE

A chemical compound (cellulose acetate) used for coating discs or tape.

### ACHROMATIC

In television, pictures in black and white and intermediate shades of grey.

### ACRONYM

A word formed from the first - or first few - letters of several words, such as CRTC.

### ADJACENT CHANNEL

The range of frequency bands directly above and below the channel being referred to.

### ADJACENT SOUND CHANNEL

In television, the frequency of the sound carrier for the channel immediately below the channel being referred to.

### ADJACENT VIDEO

The video carrier frequency associated with the channel immediately above the channel being referred to.

### AD-LIB

To improvise words, gestures, etc., not in the script.

### ADVERTISEMENT

A paid announcement containing information about a product, service or activity.

### ADVERTISER

An individual or group buying, directly or through an agent, a portion of the broadcast schedule to publicize a product, service or activity.





## ADVERTISING AGENCY

An independent commercial and creative agency representing the wishes and interests of an advertiser.

## AERIAL

See Antenna.

## AFFILIATE

A station linked with another (and/or a network) through an agreement stipulating an amount of time reserved for (simultaneous or rebroadcast) programming.

## AFFILIATION AGREEMENT

A contract between two or more broadcasting stations (often with a network) that stipulates an amount of time reserved for simultaneous programming.

## AM

Acronym for amplitude modulation.

## AM/FM RECEIVER

A receiver capable of receiving either amplitude- or frequency-modulated radio signals, and amplifying and converting them to audible sound.

## AMP

Acronym for ampere.

## AMPERE

The unit of measurement for electrical current; the amount of current that one volt can send through one ohm of resistance.

## AMPLITUDE MODULATION

The standard method of radio transmission (as compared with FM: radio and TV sound).

## AM BAND

The group of frequencies between 540 kilohertz and 1600 kilohertz.





## ANIMATION

A motion-picture film made by photographing related images, one frame at a time, to produce an effect of continuous action. Applicable also to such a film transferred to videotape.

## ANIMATOR

An artist who draws or makes images to be photographed onto motion-picture film.

## ANTENNA

A conductor - usually an arrangement of rods or wires - used to receive or transmit radio or television signals. Microwave systems use parabolic reflectors or dishes for the same purpose.

## ARRAY

A group of antennas or antenna elements arranged to provide the desired directional characteristics.

## AUDIO

1. The band of frequencies corresponding to those normally heard by the human ear. Normally construed as 20 to 20,000 cycles per second.
2. The sound portion of a television program, as compared with the video portion.

## AUDIO AMPLIFIER

A device containing one or more electron tubes or transistors (or both), designed to amplify audio-frequency signals.

## AUDIO FREQUENCY

A frequency corresponding to a normally audible sound wave. Normally construed as between 20 and 20,000 cycles per second.

## AUDIOVISUAL

Involving both sight and sound.





## BACK-TO-BACK ANNOUNCEMENTS

A cluster of two or more consecutive announcements.

## BAND

A range of frequencies between two definitely stated limits. (See AM band, FM band, TV band.)

## BATTERY

Two or more cells connected to form a voltage source. The cells may be chemical, nuclear, solar or thermal, and are connected in series and/or parallel to obtain the desired voltage and current rating.

## BILLBOARD

Audio or audio-video material that promotes forthcoming programs, program segments or community activities.

## BLOCK

1. Considered as a unit, a group of adjacent and consecutive time periods.
2. The same time period, either from day to day or program to program.

## BLOCK PROGRAMMING

Programming in which individual programs are broadcast consecutively within a common framework.

## BOOST

To amplify or increase.

## BOOSTER

An amplifier placed between a TV antenna and receiver to increase the signal strength.

## BOOSTER STATION

An intermediate radio or TV station that boosts and retransmits signals from one fixed station to another.

## BRAND NAME

The distinctive name used by a company or advertiser to explicitly identify their product, service or activity from any other, or to differentiate it from a similar product made by a competitor.



## BRIDGE

1. In a cluster, a short program or nonprogram element (such as a promo or station I.D.) inserted between two commercials, in order to eliminate back-to-back announcements.
2. In a drama or other program, an audio, video, or audio-video transition (e.g. a music bridge).

## BROADCAST

A radio transmission; in extenso, a television transmission (usually called a telecast).

## BROADCAST BAND

The band of frequencies extending from 535 to 1605 kilocycles, employed by standard broadcast radios.

## \*BROADCASTER

"A person licensed by the CRTC to carry on a broadcasting transmitting undertaking."

## \*BROADCASTING

"Any radio communication in which the transmissions are intended for direct reception by the general public."

## BROADCASTING ACT

For current CRTC purposes, the Act assented to by the Parliament of Canada on March 7th, 1968; which came into force on April 1st of that year, defined a revised broadcasting policy for Canada, and created the Canadian Radio-Television Commission.

## \*BROADCASTING LICENCE

"A licence to carry on a broadcasting undertaking issued under this Act."

## \*BROADCASTING UNDERTAKING

The term "includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation, located in whole or in part within Canada or on a ship or aircraft registered in Canada."





## CABLE

A bundle of mutually insulated wire conductors, usually enclosed in a protective sheath, arranged in preset patterns to conduct electric current for specific control functions of audio and/or video transmissions. (See coaxial.)

## CALL LETTERS

A system of letters and numbers used to identify all transmitting stations. In Canada, the first two letters are assigned by the Department of Transport and, provided there is no duplication, a broadcaster is allowed to choose the third - or third and fourth - call letter(s) for his station.

## CAMERA

1. In television, a mechanism that contains an optical system, and one or more light-sensitive pickup tubes that transform the image into electrical impulses.
2. In film terminology, an optical mechanism that allows images to be recorded onto a film.

## CAMERAMAN

The operator of a manually controlled TV or film camera.

## CANADIAN CONTENT

That part of a station's or network's output that uses predominantly Canadian creative or other resources; or is so designated by the CRTC.

## CANADIAN PRODUCTION

A production that includes comprehensive contributions of Canadian talent, production facilities and/or investment. Any production so designated by the CRTC.

## \*CANADIAN RADIO-TELEVISION COMMISSION

The body created under provisions of the 1968 Broadcasting Act to "regulate and supervise all aspects of the Canadian broadcasting system" with a view to implementing the policy enunciated in section 2 of that Act.

## CANADIAN TALENT

A performer, artist or writer, editorial or production person, technician, etc., of Canadian citizenship or landed-immigrant status.





CANNED

A colloquialism for prerecorded - and usually dubbed - music, applause and other program sounds.

CARD RATE

The time-unit cost of a station's airtime, based on the station's published rate card.

CARTOON

An animated film consisting of fictional scenes, figures, caricatures, etc., consistent with a theme or story line.

CAST

Paid performers in a radio or television production.

CATV

(An extension of MATV, qv.) Acronym for Community Antenna Television, increasingly used to mean cable television, in which subscribers, for an agreed fee, receive, via cable, TV programs originating in production centres at a distance.

CHANNEL

A specific band of frequencies assigned for an explicit purpose to a station.

CHARITABLE ORGANIZATION

A non-profit organization catering to the wants of a group of needy people; an organization so described in its federal or provincial charter.

CHROMA

The quality that characterizes a color with reference to its shade and saturation, but without considering its brightness.

CHROMATICITY

The quality, state, degree or measure of a color, without reference to its brightness.

CIRCUIT

A complete path over which an electrical current can flow.



### CITIZENS' BAND RADIO

A radio service for business or personal communications, signaling, or remote control of objects.

### CLASSIFIED ANNOUNCEMENT

An announcement about goods or services offered to, or sought by, people who do not normally deal in such goods or services.

### CLEAR CHANNEL

A specified frequency on which a station can broadcast without interference from other frequencies.

### CLOSED-CIRCUIT TV

A television system in which the signal is not broadcast to the general public, and in which reception is limited to connected receivers.

### CLUSTER

Two or more consecutive messages, not necessarily related.

### COAXIAL CABLE

A two-conductor transmission line with an inner and an outer conductor. The outer conductor completely surrounds the inner and acts as a shield for it. The two conductors are separated by a dielectric insulating material.

### COLOR BALANCE

The adjustment of elements on a color-TV picture tube to compensate for the differences in the efficiencies of the three color phosphors on the inside face of the picture tube.

### COLOR FRINGING

Spurious colors at the edges of objects on a color-TV picture.

### COLOR I.D.

An audio, video or audio-video announcement that a forthcoming TV program will be broadcast in color.

### COMMENTARY

Opinion and analysis, by a single speaker, of news developments or matters of public concern.





COMMERCIAL

A paid announcement promoting a mercantile product, service or activity.

COMMUNICATION

The transmission of information from one point, person or piece of equipment to another.

CONDUCTOR

A solid, liquid or gas medium that offers little resistance to the flow of electrons.

CONTINUITY

In commercial terms, that part of the script that includes the theme and narrative of a program.

CONTROL BOARD

Apparatus that includes monitors showing separately the various images picked up by various TV cameras in a system; and/or transmitting the sound from microphones, tape, discs, etc.

CONVERTER

A device that converts an incoming radio-frequency carrier to a lower, intermediate frequency, while retaining all the information on the original signal. The converter consists of a mixer and oscillator in a single stage.

COPY

The textual script of an announcement.

COPYRIGHT

The exclusive legal right to the publication, broadcasting, sale, etc., of a program or program segment.

CORPORATE NAME

The title name used to identify a government-chartered company or organization.

CO-SPONSORED PROGRAM

A program whose airtime and production costs are shared by two or more advertisers.





COST PER THOUSAND

The ratio (based on a survey or surveys) of the cost of a broadcast advertisement or program to the number of households or individuals (expressed in thousands) whose receivers are estimated to be tuned in at the time of the broadcast.

COVERAGE

The geographical surface over which a station's signal is received consistently.

CREDITS

The nomenclature of contributors to a program.

CRTC

Acronym for Canadian Radio-Television Commission.

CURRENT AFFAIRS

A facet of public affairs in which the subjects dealt with are topical and often closely related to hard news.

CYCLE

A complete sequence of a wave pattern that recurs at regular intervals. That is, the change of an alternating wave from zero to a positive peak, then back to zero and to a negative peak. The number of cycles that occur in one second is the frequency of the wave.



### DELAYED BROADCAST

A program recorded before the actual broadcast time.

### DIPLEXER

A coupling unit that allows the operation of more than one transmitter from a single antenna.

### DIPLEXING

The feeding of two or more program inputs into a common antenna, so that they remain differentiated although emanating from the same source.

### DIRECTIONAL ANTENNA

An antenna that receives or radiates signals more effectively in some directions than others.

### DISC JOCKEY

(Colloquially, "dee-jay".) A radio announcer whose program consists of records, ad-libs, miscellaneous information and commercials both live and recorded.

### DOCUMENTARY

A program, usually with a theme, that includes selected factual data and/or comments designed to inform, educate and/or entertain.

### DUBBING

1. To insert new dialogue, music, sound effects, etc., in an existing sound track.
2. To make a duplicate tape.





## EDITING

1. For videotape, electrically superimposing new video or audio functions over the original, without upsetting the synchronizing impulses on the videotape.
2. For audiotape, either a process similar to the above, or a process of physically cutting and splicing the tape.
3. For film, the assembly of separately shot segments into a continuous whole.

## EDUCATIONAL ORGANIZATION

A nonprofit organization whose prime goal is to inform.

## ELECTRIC

A word used to describe anything having to do with electricity in any form. Used interchangeably with electrical.

## ELECTRONICS

The science and engineering concerned with the behavior of electrons in devices and the utilization of such devices.

## ETV

Acronym for Educational Television. A branch of television programming in which the overriding purpose is to inform.



FACSIMILE

A process by which visuals are converted into signal waves and transmitted to another point where they are integrally reproduced by a graphic recorder.

FEED

Program material transmitted electronically rather than physically.

FILL

Music or ad-lib during a program interruption, or at the end of a shortened program period.

FILM

As a general term, a processed strip or roll of celluloid-base material holding a series of photographic images.

FM

Acronym for frequency modulation. The FM broadcast band ranges from 88 to 108 megahertz.

FORMAT

1. A broadcaster's programming schedule.
2. The designed pattern of a program.

FREELANCER

An independent program contributor who is not on the staff of the media organization to which he contributes work.

FREQUENCY

1. The number of cycles of a periodic phenomenon in a given unit of time, usually per second.
2. The position in a broadcast band that is assigned to a particular station.

FREQUENCY MODULATION

The modulation of a carrier frequency whose variation above and below a central frequency is controlled. FM sound is characterized by freedom from static.

FRINGE AREA

The outermost area in which a station's signal is usable.





GC

Acronym for gicacycle.

GHOST

A duplicate image on a television screen. It is caused by a reflected signal arriving at an odd time. Usually, a ghost to the right of the desired image is caused by the reflected signal arriving later than the desired time; a ghost to the left by the reflected signal arriving earlier than the desired time.

GIGA

A prefix meaning one thousand million, sometimes called a kilomega.

GIGACYCLE

One thousand million cycles.

GIVEAWAY PROGRAM

A program in which - usually for promotional reasons - studio contestants, listeners or viewers are awarded free prizes, in cash or in kind.



HERTZIAN WAVES

Electromagnetic waves at frequencies between 10 kilocycles and 30 million megacycles.

HF

Acronym for high frequency.

HIGH BAND

VHF television channels 7 through 13.

HIGH FREQUENCY

The frequency band between 3 and 30 megacycles.





I.D.

A short announcement identifying a station by its call letters; sometimes used to mean an advertiser's product, service or activity.

IMAGE

In broadcasting, the scene reproduced by a television receiver.

IMPULSE

A momentary surge in voltage or current.

INTERFERENCE

The disturbance of reception of desired signals by undesired or stray signals.

INTERRUPTION

A deliberate or accidental break in airtime, by convention lasting less than four minutes, causing disruption of the program's continuity.



KC

Acronym for kilocycle.

KILOCYCLE

One thousand cycles.

KILOHERTZ

One thousand cycles per second.





LASER

Acronym for light amplification by stimulating emission of radiation. A generator-amplifier of coherent energy in the visible - or light - region of the spectrum.

LF

Acronym for low frequency (q.v.).

LIGHT

Radiant energy that falls within the wavelengths normally perceptible to the human eye. Their approximate range is from 400 to 700 millimicrons.

LINE

1. A physical conductor of electrical energy.
2. In television, a single trace from left to right across the cathode-ray tube screen.

LINE OF SIGHT

1. The distance from a visible, and usually elevated, point to the horizon.
2. The wave-propagation characteristic of microwaves that limits their range to the distance to the horizon.

LIVE-ON-TAPE

A videotape recording of a live program, theoretically without interruptions in the recording.

LIVE PROGRAM

A program that is broadcast entirely or almost entirely without recording devices.

LOCAL ADVERTISER

An advertiser whose product, service or activity is publicized through one or more outlets in a single trading area.

LOCAL PRODUCTION

A program initiated and produced by a station, using the station's production and broadcasting facilities and/or local talent. A production so designated by the CRTC.



LOCAL TALENT

Singly or in the aggregate, a performer, writer, etc., whose normal place of residence is within the broadcast area of the station for which he or she works.

LOG

For CRTC purposes:

1. A detailed record of all programs, kept by a radio or TV station.
2. A record of meter readings as required by law for a radio or TV station.

LOGO

A trademark or other emblematic symbol.

LONG WAVES

Wavelengths longer than 1000 meters. They correspond to frequencies below 300 kilocycles.

LOW FREQUENCY

A term applied to the band of frequencies between 30 and 300 kilocycles.





MAGNETIC FILM

Film whose soundtrack, instead of being optical, is on a strip of magnetic tape.

MAGNETIC TAPE

An acetate or plastic ribbon coated on one side with a magnetic emulsion. The most common widths are a quarter inch for audiotape and two inches for videotape.

MARKET

A specified region in which people are potential customers for advertisers' products, services or activities.

MARKETING

Specifically, offering a product, service or activity to consumers. Broadly, marketing can also include such ancillary activities as market and motivational research, advertising, sales planning, merchandising, etc.

MATV

Acronym for Master Antenna Television System; could be called minicable TV. A simplified apparatus that eliminates the need for individual antennas on receivers. MATV systems pick up TV signals within a given service area, and amplify and distribute them, to provide optimum reception in several receivers within one building or a small group of buildings.

MEDIUM

In communications, the generic term for the means of transmitting print or broadcast information between individuals, groups or pieces of specialized equipment.

MEDIUM FREQUENCIES

The band of frequencies between 300 and 3000 kilocycles.

MEGA

A prefix meaning one million.

MEGACYCLE

An electrical unit equal to one million cycles per second.

MEGAHERTZ

A unit of frequency equal to one megacycle per second. Used to express FM Radio, TV, and some other electromagnetic sound waves.



MELODRAMA

A drama featuring sensational action, extravagant emotions, and oversimplified situations, in which stress is placed on coincidence rather than characterization or plot.

MERCHANDISING

A sales campaign to distribute and advertise a product, service or activity.

MF

Acronym for medium frequencies.

MICRON

A unit of length measurement, equal to one millionth of a meter, or one thousandth of a millimeter.

MICROPHONE

A device that converts sound waves, within the range audible to the human ear, into an electrical signal.

MICROWAVES

Frequencies above approximately 1000 megacycles, whose wavelengths range from 30 centimeters to one millimeter.

MILLIMICRON

A unit of measurement equal to one ten-millionth of a centimeter. One thousandth of a micron.

MILLIVOLTS-PER-METER

A unit of measurement equal to one one-thousandth of one volt.

1. Used in measuring (a) a radio station's field strength, and (b) the electric field of a radio station's transmitter.
2. In electrical engineering, a term referring to the intensity of a station's signal strength at any given point.

MOBILE UNIT

A compact broadcasting unit that can be moved away from its parent station to prepare and/or broadcast remote programs or program segments.





## MODULATE

To vary the amplitude, frequency, phase or some other characteristic of an r-f oscillation in such a way that it will convey the desired information.

## MODULATION

The process of modifying some characteristic of a wave so that it varies in step with the instantaneous value of another wave.

## MONITORING

1. The systematic study of transmitting audio and/or audiovideo, for purposes of adjustment and correction. Usually carried out in a station's control room or at its transmitter site.
2. The purposeful observation and study of a station's program output, usually done away from the station.

## MONOCHROME

Television or other visuals in light and shades of a single color. (See achromatic.)

## MULTIPLEX

A means of transmitting two or more signals over the same medium.

## MV/M

Acronym for millivolts-per-meter.



### NARRATOR

1. Generally, an announcer who provides intermittent explanations and transitions throughout a program.
2. In some programs, the reader whose words provide the framework for the storyline.

### NATIONAL ADVERTISER

An advertiser whose product, service or activity is publicized through several broadcasting outlets across the nation.

### NETWORK

1. An organization of stations for direct communications on a common channel.
2. A combination of interconnected components such as resistors, capacitors and inductors.
- \*3. As defined in the 1968 Broadcasting Act, a network "includes any operation involving two or more broadcasting undertakings whereby control over all or any part of the programs or program schedules of any of the broadcasting undertakings involved in the operation is delegated to a network operator."

### NETWORK OPERATOR

An executive, or executive group, appointed by a corporation to manage and administer its network.

### NETWORK OPTION TIME

Network affiliates' airtime over which the network has first selling priority.

### NETWORK PROGRAM

A program originating from, or distributed over, a network.

### NEWS

Novel information concerning events and actions judged to be interesting and important by the reporter or editor responsible for broadcasting it.

### NEWS BULLETIN

A short and usually urgent news report, often given immediate on-air priority over a station's concurrent programming.



NEWSCAST

A regular program of news, sometimes containing extraneous factual information such as weather, sports scores, etc.

NEWSFLASH

A brief and exceptionally important news item that is given top on-air priority. (For instance, a one-sentence announcement of the outbreak or formal ending of a war.)

NONPROGRAM MATERIAL

Any broadcast material that does not conform to the definition of program.





OHM

The unit of measurement for electrical resistance. One ohm is the amount of resistance in a circuit having a potential difference of one volt, and a current of one ohm.

O & O STATION

Acronym for owned-and operated station. Used to distinguish a station that is owned and operated by the CBC from one that is only affiliated to the network.

OFF-AIR PICKUP

A signal plucked off air, as compared with one received by line or microwave.

ON-THE-AIR

A phrase indicating that transmission is taking place.

ORIGINATE

To prepare and record, or broadcast or telecast, a program.

OUTLET

Generally, any operational radio or television station. Sometimes used to refer to a network affiliate.

OUTPUT

1. The current, voltage, power or driving force delivered by a device or circuit.
2. The terminals or connections where the current voltage, power or driving force is delivered.
3. The sum total of a station's program and non-program material.



PACKAGE

A program in which all elements, from script to finished production, are owned and controlled by an individual or organization (usually called a "packager").

PACKAGE PROGRAM

A program or series that has been offered or bought as a unit.

PANEL

1. A mounting plate, of metal or insulation, on which controls and/or other devices are mounted.
2. An electrical switchboard or instrument board.

PARABOLIC REFLECTOR

A bowl-shaped reflector used with radar and microwave antennas.

PERFORMER

One who enacts a piece of music, a dramatic role, an action or process; exhibits a skill, or asks or answers questions on air.

PHOTOSENSITIVE

A device capable of emitting electrons when struck by light.

PICTURE SIGNAL

In television, the signal which, when demodulated, results in the image.

PICTURE TUBE

Generally, the cathode-ray tube on which the televised image is displayed in a receiver.

PIGGYBACK ANNOUNCEMENT

A program unit including two or more consecutive messages promoting more than one product, service or activity of a single advertiser.





PILOT

A special, styliform film, or audiotape or videotape presentation, used to provide prospective programmers or sponsors with a sample of a proposed program or series.

PLAYBACK

The reproduction of all or part of a recording.

POLITICAL PROGRAM

A program dealing directly or indirectly with politics at the municipal, provincial, national or international level of government.

PRE-EMPTION

The act or right of a station or network to reclaim airtime originally sold to a sponsor, or otherwise allocated, in order to substitute a special program.

PRIME TIME

That block of the broadcast schedule during which, according to audience-survey measurements, consistently large audiences are found to be listening to or viewing programs.

PRODUCTION

The sum total of individual and group effort that goes into planning, creating, organizing, preparing and transmitting a program.

PROGRAM

A broadcast constructed in an exclusive thematic, structural (and, on TV, scenic) design, intended to inform, educate or entertain the audience, and usually exceeding four minutes in length.

PROGRAM MIX

The aggregate program schedule of a station.

PROGRAM OUTLINE

A written sketch of the components of a program.

PROMO

In commercial terms, an announcement designed to give direct or indirect advantage to a commercial or other product, service or activity.



PUBLIC AFFAIRS PROGRAM

A program of analysis, background discussion and opinion on the news, political matters, social conditions and subjects of public interest or controversy, of a local or wider significance.

PUBLIC-INTEREST ANNOUNCEMENT

An announcement containing information that is entirely devoid of advertising value.

PUBLIC-SERVICE ANNOUNCEMENT

An unsponsored announcement publicizing information of general or specific usefulness to the audience and the general public.



## RADIO

A general term referring to the use of electromagnetic waves between frequencies of 10 kilocycles and 3,000,000 megacycles. In particular, communication by electromagnetic waves transmitted through space.

## \*RADIOCOMMUNICATION

"Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature by means of electromagnetic waves, of frequencies lower than 3,000 gigacycles per second propagated in space without artificial guide."

## RADIO FREQUENCY

Any frequency between an audio sound and the infrared-light portion of the spectrum. Usually considered to be 10 kilocycles to 10,000,000 megacycles. Sometimes abbreviated to RF.

## RADIO RECEIVER

A device for converting radio waves into sounds audible to the human ear.

## RATE CARD

A publication containing the advertising rates, commercial acceptance, studio rates, audience coverage, etc., of a broadcaster.

## RATING

The estimated percentage of audience found by survey to be tuned to a broadcast or broadcasts, either consistently or at a specific time.

## REBROADCAST

1. A program simulcast by a satellite or repeater station, in order to extend its primary coverage.
2. A program aired a second time.

## RECEPTION

Listening to, viewing, copying, or recording any form of emission.

## RECORDER

A device for making a permanent record of a varying electrical signal.





RECORDING HEAD

In a tape recorder, the device that transforms the varying electrical signals into magnetic variations on the tape's emulsion.

REGIONAL ADVERTISER

An advertiser whose product, service or activity is publicized through several outlets in a specified region, not necessarily near the head office.

RELIGIOUS ORGANIZATION

An organization whose members share one creed and recognize the same ecclesiastical authority.

REMOTE

Short form of "remote broadcast". A broadcast originating outside the station's studios, and fed back to that station for immediate or later broadcast.

REMOTE CONTROL

Apparatus that makes possible the control, operation and adjustment of broadcast equipment in locations some distance away from the controls.

REPLAY

See Playback and Rebroadcast (2).

RF

Acronym for radio frequency.

RHEOSTAT

A variable resistor with one fixed terminal and one variable contact.

ROYALTY

A stipend paid for the use of patented or copyright products or services.

RUNNING TIME

The exclusive time required for the performance of a program script, film or tape. It does not include time for interruptions or nonprogram elements.



## SAMPLE

A statistical portion of a total population, so chosen that the sample's characteristics may indicate those of the total population.

## SCANNING

1. In television, the process by which an image of a scene to be transmitted and reproduced has its lights and shades changed into corresponding changes of voltage and current, one for each small element or area of the scene. The voltage and current changes are traced out as a series of horizontal lines.
2. After transmission, the tracing out of corresponding patterns on the face of a picture tube.

## SCANNING FREQUENCY

The rate at which a scene is scanned to trace out a picture. In Canadian and U.S. television, 30 frames per second and 525 lines per frame.

## SCHEDULE

The chronological listing of a station's broadcast output.

## SCRIPT

The written design of a program: the words and directions.

## SCRIPT ASSISTANT

A producer-director's Girl Friday. She keeps track of program times, shotlists, shooting and film processing assignments, remotes, audio and videotape recordings, cues, talent and studio bookings, script distribution, readying of cameras, etc.

## SECONDARY COVERAGE

The area in which the reception of a station's signal is consistently fair but subject to fluctuation.



SEQUENCE

In broadcasting parlance:

1. A complete scene.
2. A major division in a program.
3. An orderly succession of audio, video scenes, action or music, concerned with the development of one subject or theme.
4. In a television show, a succession of scenes which, together, form a single stage in the development of the narrative.

SERIES

A sequential program, often incomplete in itself, whose story line is carried over several consecutive segments.

SET

1. The assembled backdrops, props, material and objects that provide a setting for shooting a TV or film program or commercial.
2. A radio or television receiver.

SETS-IN-USE

The number and/or percentage of homes where at least one set is operating at a given time.

SHARE OF AUDIENCE

The proportion of total listening or viewing audience that is tuned to a particular program or station.

SHORTWAVES

Radio frequencies that fall above the standard broadcast band (1.5 to 30 megacycles), and used for long-distance sky-wave communications.

SIGNAL

Any transmission of electromagnetic waves.

SIGNAL STRENGTH

The strength of the signal from a transmitter, delivered at a specific location.





SIGN-OFF

An announcement indicating the end of a station's broadcast day. Sign-on and sign-off announcements generally include station I.D., frequency and operating power.

SIGN-ON

An announcement indicating the start of a station's broadcast day.

SIMULCAST

The simultaneous broadcast transmission of the same program over more than one type of broadcast station. (For instance, over both an AM and an FM radio station, or over both radio and TV.)

SLOGAN

A catchword or phrase used by an advertiser to implicitly identify a characteristic of his product, service or activity.

SLOW MOTION

Recorded action that appears proportionately slowed down when projected. It is accomplished, on film, by running the camera at faster than normal speed when shooting; on videotape, by slowing down the tape reel during playback.

SNOW

A colloquial term describing a television picture on which there appear white specks (resembling snowflakes). It is present usually on weak signals but sometimes because of electrical interference. The technical terms for snow are "noise" and "transience".

SOAP OPERA

A term loosely applied to daytime dramatic or melodramatic serial programs most of which, in the early days of radio, were sponsored by soap manufacturers.

SOLID-STATE DEVICE

Any device that can control current without moving parts, heated filaments or vacuum gaps.

SOUND

A vibration that occurs at a rate that is audible to the human ear whose frequency is normally considered to range from 20 to 20,000 cycles per second.



## SOUND EFFECTS

Sounds added to program or nonprogram material for realism or dramatic effect, and not actually coming from their apparent source or sources.

## SOUND TRACK

The portion of a film where the sound is recorded, optically or magnetically.

## SOUND WAVE

An alteration in pressure at an audible rate, propagated through any medium capable of vibrating.

## SPECTRUM

Generally, any series of radiant energies arranged in order of wavelength; specifically, the range of electromagnetic radiations, from the longest known electrical wave to the shortest cosmic ray. Light waves lie approximately midway between those two extremes.

## SPONSOR

An advertiser who, through a contractual agreement with a broadcaster, pays for the production of a program and receives exclusive airtime for his advertising in it.

## SPONSORED PROGRAM

A program whose airtime and production costs are paid for - usually by one advertiser but sometimes by more. (See co-sponsored program.)

## SPOT

1. A commercial whose position in the schedule is determined by the price the advertiser has chosen to pay, based on the station's rate card.
2. Synonymous with commercial, and may be 60 or 30 seconds long.

## SPOT CARRIER

An unsponsored program in which the commercial time slots are available for purchase by potential advertisers.



STANDARD BROADCAST BAND

A band on which radio stations operating on a frequency between 535 and 1605 kilocycles may transmit programs for reception by the general public.

STANDBY

A recorded program that is available as a replacement when a scheduled program has been canceled, terminally interrupted, or not been available to the station.

STATIC

Noise heard on receivers due to atmospheric electrical disturbances such as lightning, or man-made interference from electric motors, lighting, etc.

STATION

For CRTC purposes, a building, or portion thereof, containing broadcasting facilities and whose owner is licensed to broadcast programs.

STATION I.D.

Acronym for station identification. An audio and/or audiovideo presentation of the call letters of a station. Sometimes it includes the frequency on which the station broadcasts, as well as its studio location and other data.

STATION PROMOTION

An announcement promoting the programming of a station or network, which excludes any commercials or paid promos.

STEREO

A prefix meaning three-dimensional.

STEREO AMPLIFIER

An audio amplifier with two or more channels.

STEREOPHONIC SOUND

A sound system with two or more microphones, transmission channels and speakers.





## STUDIO

A room especially built for the production of radio or television, and/or film, programs and commercials.

## SUPER

Short form of "superimpression". Video material aired simultaneously with other program material. It is secondarily important and acts as a background and/or complement to the main program material.

## SUSTAINING PROGRAM

A program that is neither sponsored nor a spot carrier.

## SYNC

Short form for synchronous, synchronization, synchronizing, etc.

## SYNCHRONIZATION

The precise matching of two waves or functions.

## SYNDICATED PROGRAM

A program available for distribution by several stations on a commercial or sustaining basis.

## SYNDICATOR

A salesman and, in most cases, a distributor of a program or series to several stations or networks.



TAG

An additional amount of related information immediately following the main body of an announcement. Generally the term refers to a local advertisement that is added to a national or regional advertisement.

TAKEUP REEL

The reel that accumulates the moving tape or film as it is being recorded or played back.

TAPE

The medium on which electromagnetic signals can be recorded for broadcast or other uses.

TAPE CARTRIDGE

A container holding a reel of magnetic tape that can be played without manual threading. Also called a tape magazine.

TAPE DECK

A tape recorder for inclusion in a system, usually consisting of the motorboard mechanism only, without amplifier, speaker or case.

TAPE RECORDER

An electromechanical device for the recording and playback of magnetic tape. The sound is converted to an electrical signal which, in turn, sets up a corresponding magnetic pattern on iron-oxide particles suspended on a plastic or acetate tape. During playback, the process is reversed: the magnetic pattern is reconverted to an electrical signal, which is amplified and changed back to sound through the speaker or headphone.

TAPE RECORDING

Audio, or audiovideo, electromagnetic signals recorded on a plastic or acetate tape coated with particles of iron oxide.

TELECOMMUNICATION

Any communication at a distance. All forms of electrical transmission of intelligence.

TELEVISION

The process by which controlled audio and video signals are transmitted, by cable or microwave, to locations at a distance where the original sounds and pictures are reconstituted integrally.



## TELEVISION CHANNEL

A band of frequencies available or assigned to a single television broadcast station. In Canada and the U.S. the band's width is six megacycles.

## TELEVISION RECEIVER

A device for processing a television signal received from a station and converting it into a reproduction of the picture being scanned at the station, and reproducing also the associated sound.

## TELEVISION TRANSMITTER

The complete assembly of equipment necessary to supply an all-inclusive signal to an antenna.

## \*TEMPORARY NETWORK

"A network operation with respect to a particular program or series of programs extending over a period not exceeding one month."

## TITLES

The title and/or subtitle, plus the cast, of a program, graphically presented at the program's beginning or end.

## TRADEMARK

A distinctive mark or logo adopted by a manufacturer, distributor or advertiser, to distinguish his products, services or activities from those of competitors.

## TRANSISTOR

A solid-state device made from semiconductor material with connections made at three or more points, where the characteristics are different. Transistors can be used to perform almost all functions performed by vacuum tubes.

## TRANSMISSION

In broadcasting, the conveyance of controlled signals from one point to another.

## TRANSMISSION BAND

The frequency range which a wave-filter circuit allows to pass with little or no attenuation.





### TRANSMISSION LINE

1. The set of conductors used to transmit signal energy from one location to another.
2. The conductors through which high-voltage current is transferred over long distances for power purposes.

### TRANSMITTER

The equipment used in beaming controlled electromagnetic signals into space, for reception and reproduction at locations some distance away.

### TUBE

A hermetically sealed glass or metal envelope in which conduction of electrons takes place through gas or a vacuum.

### TUNER

A unit containing the radio frequency, intermediate frequency, and detector portions of a receiver.

### TUNER-ADAPTER

A device which, when connected to a VHF television set, enables it to tune in UHF channels.

### TUNING

The adjustment of the frequency of a circuit or system to secure optimum performance.



UHF

Acronym for ultra high frequencies.

UHF CONVERTER

A device used to convert UHF television signals to VHF, so they can be received by a VHF receiver.

ULTRAHIGH FREQUENCY

Any frequency between 300 and 3000 megacycles.



## VERY HIGH FREQUENCIES

The band of frequencies between 30 and 300 megacycles.

## VERY LOW FREQUENCIES

The band of radio frequencies between 3 and 30 kilocycles.

## VHF

Acronym for very high frequencies.

## VIDEO

1. The Latin word for "I see". Commonly applied to the picture signal in a television system.
2. Pertaining to the bandwidth-and-spectrum position of a signal resulting from radar or television scanning.

## VIDEO SIGNAL

The picture signal in a television system. Also applies to the sync and blanking signals.

## VIDEOTAPE

A magnetic tape designed so as to record and play back a composite television signal.

## VLF

Acronym for very low frequencies.

## VOLT

The unit of measurement for electromotive force. One volt is equal to the amount of force necessary to produce a current of one ampere through a resistance of one ohm.

## VOLTAGE

Electromotive force; the force that causes electrons to flow through a conductor.

## VOLUME

The intensity of a sound. It is controlled, in transmission, by numbered steps on an electrical rheostat called a "fader" or "pôt".





WAVE

A physical activity that rises and falls, or advances and retreats, periodically as it travels through a medium.

WAVELENGTH

In a periodic wave, the distance between points of corresponding phase of two consecutive cycles. It is equal to the phase velocity, divided by the frequency, and corresponds to the distance traveled by the wave in one cycle.

WIRE

A solid or stranded group of solid, cylindrical conductors together with any associated insulation.

WORK

The magnitude of a force, times the distance through which that force is applied.



GLOSSARY OF BROADCASTING TERMS AND USAGE:

STAGE I

WORDS AND ACRONYMS UNDER CONSIDERATION



Abstract (n. & v.)

A-Contour

Aircheck

Aird Commission

Airtime

Ampere (the man)

Announcer

Audience duplication

Audiotape (specifically)

Bandwidth

B-Contour

Bicycling

Blanking signals

Board of Broadcast Governors

Board of Governors (CBC)

Broadband

Broadcast time

Chain broadcasting

Chromakey

Commentator

Conflicting announcements

Conflict of interests

Console

Content

Control Room

Controversial program (or series)

Copyright

Copywriter

Countdown

Current

Cybernetics

Dictionary

Director (1 & 2)

Drama

Dramatic treatment

Edit

Electromechanical

Electron

Excellence

Executive Committee (CRTC)

Executive Producer

Fairness Doctrine (USA)

Feature

Feature film

Flow chart

Force

Fowler Commission (1 & 2)





Gestalt  
 Gizmo  
 Glassco Commission  
 Glossary

Ham  
 Hertz (the man)  
 Hippie  
 Hotseat

Image (as in "image-conscious politician")  
 Indirect publicity announcement  
 Information programs  
 Innovation  
 Insert  
 Intermediate frequency  
 Interview

Jamming  
 Journalism

Kine

Lexicon  
 Library (1 & 2)  
 Licence  
 Lipsync  
 Loop

Massey Commission  
 Monaural  
 Monitor  
 Motivational Research  
 Mutual

National selective announcement  
 Network I.D.  
 Nielsen

Off-camera  
 On-camera  
 Open circuit  
 Open-end program  
 Open-line program



Pay-TV  
Phase  
Phase out  
Pirate broadcasting  
Pirate station  
Poprock  
Power  
Primary coverage area  
Producer  
Producer-director  
Production assistant  
Production manager  
Psychedelic  
Public hearing  
Public Television (U.S.)

Quality programming  
Quanta  
Quantum theory

Relay station  
Repeater station  
Resistance  
Reuters

Satellite (1 & 2)  
Satellite-to-home  
Secondary coverage area  
Schmaltz  
Schmaltzy  
Secretary of State  
Selective advertising  
Semiconductor  
Sin-Hua  
Special program  
Sponsor-identification index  
Standard-frequency signal  
Subcarrier signal  
System

Task force  
Tass  
Thematic  
Time class  
Traffic flow  
Trailer  
Transceiver  
Translator  
Treasury Board



Unduplicated audience

Voice service

Western

Westinghouse

White Paper on Broadcasting

Whodunit

Wipe (1 & 2)

Wire agency

Yippie

(LIST OF ACRONYMS BEGINS ON NEXT PAGE)





ACRONYMS UNDER CONSIDERATION

AAB  
ABC (2)  
ACA  
ACTRA  
AF of M  
AFP  
ANG  
AP  
ARTEC  
ASA  
ASCAP

BBC  
BBG  
BBM  
BCAB  
BCINA  
BN

CAAA  
CAB  
CAPAC  
CBC  
CBS  
CCBA  
CLC  
CP  
CRTPB  
CTV  
CUPE  
CWNA  
CWSG

DBS  
DDF  
DR

EIA

FCC

IAAB  
IRTV  
ITA  
ITO (2)  
ITV

META

NAB  
NABET  
NBC  
NET  
NFB  
NHK

ORTF

PBL

RAI  
RSB  
RTNDA

SESAS

TELBEC  
TEVEC

UPI

VISNEWS

WAB









